

## **Subject: Avoid wall-to-wall talking**

A common trait in HIKI NŌ stories that we want to avoid this season:

### **WALL-TO-WALL TALKING**

Too many stories come in with a constant flow of talking, from reporter voiceover, to interview soundbite, back to reporter voiceover, then another soundbite, and so on and on.

This pattern makes it very difficult for the viewer to follow the story, and it also indicates that the reporter is telling the story through words only, not with visuals and natural sound. On top of this, the reporter is often speaking very fast and/or in a monotone or sing-song pattern. After a point the viewer will tune-out what is been said because it's just too much talking to process.

These stories need to breathe. Just as a prose writer indents a new paragraph when there is a change in subject, the editor should insert 3 to 4 seconds of visuals and natural sound when a new thought or story point is going to be introduced.

The goal should be that no more the 2/3 of the story should be filled with reporter track or interview soundbites. The rest should be natural sound or music up full. This will force the reporter/writer to hone down his or her voiceover script to the bare essentials and tell the story as economically as possible. It will also force them to follow one story within the topic, rather than try to fit everything there is to know about the topic into a 2:45 minute story.